

**RESERVE FORCES' AND CADETS' ASSOCIATION  
FOR THE NORTH WEST OF ENGLAND AND THE ISLE OF MAN**

**JOB DESCRIPTION**

**Job Title:** Regional Employer Engagement Director (REED) - Cumbria and Lancashire

**Pay Band:** C2 (HEO) Crown Servant

**Department:** Engagement

**Line Manager:** NW RFCA Head of Engagement (Hd Engt) (Grade C1/SEO)

**Counter Signing Officer:** CE NW RFCA (Grade 6/Grade B1)

**GENERAL**

1. The Regional Employer Engagement Director (REED) is responsible to the NW RFCA Hd Engt. There are four full time REEDs in the Engagement Department.

2. This position is a full time appointment working 37 hours per week (Monday – Friday). It will require the incumbent to work outside core working hours and the occasional weekends/Public Holidays as directed/agreed by the Hd Engt where TIOL will be granted. The hours of working are:

- Monday – Thursday 0830hrs – 1630hrs
- Friday 0830hrs -1600hrs

3. Your specific area of responsibility will be the management of Armed Forces Covenant accounts held within Cumbria and Lancashire. The incumbent must be prepared to cover the other REED AORs of Cheshire, Merseyside, Greater Manchester, Cumbria and, if required the Isle of Man. Note that in the interests of the Engagement /Business outputs there may be the requirement to change regions.

4. The REED will be expected to drive to client appointments within the NW RFCA area of responsibility (AOR) for the role: Cumbria and Lancashire. When visiting employers, the REED is to make use of pool vehicles provided by the Association. There may be a requirement to travel to the Isle of Man – generally by air.

5. This appointment is classed as a MOBILE grade. The REED will be expected to relocate with, or within the organization, if required, if such a move is in the best interest of the Association; this is currently viewed as very low risk.

**OVERVIEW**

6. The REEDs outputs are to further the Government's objectives at regional level by delivering a coherent employer engagement programme to support Defences' purposes, aiming to establish enduring relationships and positive support with both public and private sectors in the NW RFCA area. The principal output is to assist in creating the environment which will encourage employers to support Reservists from the three single Services in order to meet Defence Requirements.

7. The REEDs are the RFCA's lead on/focal point for the delivery of the employer engagement outputs specified by Stakeholders and is responsible, through the Head of Engagement, for the region's compliance with the national Defence Relationship Management (DRM) Business, Marketing and Communications Plans.

## TASKS AND RESPONSIBILITIES

8. Prepare, issue and deliver effective Employer Engagement (EE) and Employer Support (ES) with a contact and communication strategy in line with the DRM Business, Marketing and Communications Plan, the HQ NW EE/ES Plan and the RFCA Management Plan within allocated budgets.
9. Develop and maintain effective liaison with the DRM Account Managers, employers and employer organisations in order to:
  - a. Raise awareness of matters relating to the employment of Reservists and Cadet Force Adult Volunteers throughout the region and wider civilian community. Along with/supporting HQ North West (HQ NW).
  - b. Gain and maintain supportive employers.
  - c. Using the DRM allocated “development accounts” progress employers through the national Employer Recognition Scheme and record against the Measurement of Effect Outcomes to demonstrate support.
  - d. Promote and encourage Armed Forces Covenant signatories in liaison with DRM, the Regional Engagement Board (REB) and the single Services.
  - e. Assist the Chains of Command to establish and maintain partnering arrangements with employers and de-conflict where necessary.
  - f. Educate employers on the operational requirements of mobilisation, demobilisation and contingency operations and also on the financial responsibilities of Defence in those instances. Act as intermediary when necessary.
  - g. Seek and gain support of all known employers of Reservists and Cadet Force Adult Volunteers (CFAVs) in order to assist the Services to deliver resilient Reserve Forces and to enable the Cadet Movement to function.
10. As directed in the DRM Business Plan, produce reports on progress as required in order to inform DRM, the REB and the Regional Engagement Group (REG).
11. Through the Employer Engagement Administration Officer, maintain and validate the Salesforce database of Reservists and employer contacts in accordance with direction from DRM.
12. Identify potential new REB/REG and Association members as/when required to refresh the respective committees on a continual basis.
13. Maintain an effective liaison with the DRM including attendance at the Account Manager workshops (usually held in London) in order to understand Defence intent and share best practice.
14. As the Subject Matter Expert (SME), liaise with, and provide support to the Chains of Command on all employer engagement matters, including EE training, casework, transition and support to recruiting (Army specific) by working/liaison with:
  - a. RF&C Ops Sp Pol Staff in MOD.
  - b. The REB.
  - c. The Regional Transition Working Group. (When established)

- d. Units and sub-units including PRUs.
  - e. CTP, DWP, RFEA, Colleges, Schools.
  - f. Chambers of Commerce, IOD, FSB etc.
  - g. Service Recruiting Teams.
  - h. Service Presentation Teams such as the Army Engagement Group (AEG).
15. Identify potential Reservist/employer stories and case studies for media disclosure, in association with the NW RFCA Head of Communications, HQ NW and DRM as appropriate.
16. Organise and manage events and briefings i.e. Gold Award Association (GAA) meetings, Defence Employer Recognition Scheme (DERS) workshops, DERS Gold and Silver Awards ceremonies, Armed Forces Covenant (AFC) signings.
17. Speak and present to small and large audiences of employer and industry related organisations as and when required and actively seek out opportunities to do so.
18. Provide input to the EE AO, on a day-to-day basis, in managing the programme for the Employer Engagement Administration Officer providing advice and input into their annual Personal Development Review.
19. Carry out any other tasks commensurate with the grade of appointment as required in accordance with organizational and departmental priorities and staff availability as directed by the Head of Engagement/Chief Executive/Deputy Chief Executive which may include:
- a. Supporting the REB secretariat.
  - b. Community and Corporate Engagement.
  - c. Support to Employers Abroad Scheme and sS led PDAs.
20. The REED is to manage the regional EE budget and forecast accurately, as agreed with the Head of Engagement and in line with the guidance from the DRM Business Plan and the HQ NW Engagement Directive
21. Line Management. Responsible for the direction, guidance, and management of the EEAO IAW RFCA Staff Regulations, and for their annual Performance and Development Report (PDR), using the online RFCA HR system Cascade<sup>1</sup>.
22. Any other duties commensurate with the grade as directed by the line manager

#### **MEMBERSHIP OF COMMITTEES**

23. The REED will support the EE AO who will be the Secretary for the REEB, REEG, REB and REFB and support the Chair as necessary.
24. The REED will be a member of the REEB, REEG, REB, REFB.

#### **APPRAISAL REPORTING CHAIN**

25. The Hd Engt will be the first reporting officer and the CE NW RFCA will be the Countersigning officer.

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<sup>1</sup> Not applicable to all REED posts.

**Other Features:**

- The REED will undertake any reasonable duties commensurate with the Crown Servant Grade C2/HEO as directed by the Hd Engt / CE. The job description may be reviewed in light of changes during the appointment.
- This job description should be discussed/read with the line manager at the time of receiving the annual Performance Development Report (PDR).
- This job description may be reviewed in the light of changes during the period of appointment and on change of incumbent.

Signature of Line Manager: ..... Date:.....

Signature of Employee:..... Date:.....

As at 24 Apr 24

Criteria	Standard	Requirement	Measured By
<b>Work Experience</b>	2 years employment at management level	D	A/I
	Experience of working within a commercial environment	E	A/I
	Account and/or sales management experience	D	A/I
	Experience of Event Planning and Management	E	A/I
	Line Management Experience	E	A/I
	Experience of Budget Management and Financial Forecasting	E	A/I
<b>Knowledge</b>	Understanding of the Reserve, Regular and Cadet Military environment	D	A/I
	Understanding of Corporate Social Responsibilities within business	D	A/I
<b>Skills</b>	Excellent communication interpersonal and presentational skills	E	A/I
	Strong IT Skills, particularly Microsoft Word and Excel; and practical experience of managing and operating a database	E	A/I
	Valid Full Driving Licence	E	A/I
<b>Attitude</b>	Keen to advance individual skills and personal development	E	A/I
	Ability to prioritise tasks and time manage effectively with recognition of where influence and authority lies and its impact on account activity.	E	A/I
	A self-starter with high degree of flexibility and adaptability. Excellent team-working ability	E	A/I
	An inquiring mind with an organised approach to engagement and information management and good attention to detail	E	A/I

Key *	
Requirement:	E = Essential, D = Desirable
Measured By:	A = Application Form, I = Interview, R = References